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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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|-----------------------|---|-------------------|--------------------|
| First Named Inventor: | Stephen Mase  | Confirmation No.: | 5444               |
| Appln. No.:           | 10/644,651  | Examiner:         | Michael H. Goldman |
| Filing Date:          | August 20, 2003                                       | Group Art Unit:   | 3688               |
| Title:                | <b>Marketing System Based on Customer Preferences</b> |                   |                    |

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**AMENDMENT AND RESPONSE**

Mail Stop **Amendment**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Dear Sir:

In response to the Office Action of August 24, 2009, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 5 of this paper.